

# Online Substance Abuse Program Outreach to Mozambique

We are seeking a curious and creative student to help answer these questions:

*Can Facebook advertising drive traffic to courses on substance abuse and recovery*

*Can persuasion principles derived from U.S. research improve the effectiveness of Facebook advertising with an African sample*

In collaboration with the project leads, the ideal candidate will use a Facebook page to post quotes, GIFs, and videos promoting online substance abuse and recovery courses. The goal of these courses will be to generate interest in a faith-based support group called Resilient Recovery Groups.

In collaboration with the project leads, the right candidate will acquire an understanding of Cialdini's 6 persuasion principles. The candidate will develop sets of Facebook ads to test whether ads using the 6 principles are more effective than those without the principles. For example, the team may develop a hypothesis that

- H1: Facebook posts with pictures of African models increase traffic to online courses (The "Liking" principle)
- H0: The use of African models has no effect on traffic to online courses.

The candidate will develop sets of ads, use Facebook's A/B testing feature, collect data from the Facebook Ads manager page, and prepare the results for possible publication. The candidate will also maintain a simple chronological record of the ads.

This opportunity will likely appeal to a person who:

- Feels comfortable collaborating with the team leads
- Has an interest in marketing/persuasion, cross-cultural missions, recovery, and social media
- Enjoys brainstorming ideas
- Is able to maintain accurate records
- Has—or is willing to develop—some basic familiarity with Facebook ads
- Has—or is willing to develop—knowledge of Cialdini's 6 persuasion principles.
- Skills at creating Facebook posts and videos are a plus
- Is interested in being published

## **BACKGROUND:**

Resilient Recovery Ministries (RRM) support groups for individuals with substance use disorders and mental health concerns. RRM has a relationship with several individuals in Maputo, Mozambique. RRM would like to expand into Mozambique because previous qualitative studies suggest that rates of substance abuse are as high 75%-80%. However, there are few treatment options in the country. Thus, we hope to develop more interest in our program. Our goal is to identify interested individuals who will accept training to be leaders of Resilient Recovery Groups in Mozambique.